



Unusual ways of marketing

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Why use unusual ways of marketing?

Classical ways do not work often.

There are too many competitors and you need to distinguish yourself

Your customers are very specific

Niche marketing

- Highly specialized product or service
- Not suitable for big companies
- Customizable products or services

Guerrilla marketing

- Innovative ways of marketing
- Using ideas, not money



Meet the customer's unique needs

Listen first

Manage production

Use messaging to differentiate

Know when to cut your losses

Strategy of toll gates

- After entering the market the company creates the barrier.

Strategy of specialized expertise

- You need a specialized knowledge to conquer the segment

Strategy of specialized market

- Systematic searching for the niche using specialized skills



You do not need to invest money, if you are willing to invest

- Time
- Energy
- Imagination
- Information

It exposes marketing what it really is

- A process that you control





Comparison

Performance indicators

Sales,
responses,
hints

Profit

Ideas to be based on

Experiment
and
judgement

Psychology

Grow philosophy

Grow first,
than diverse

Grow if you
want to, but
stay focused

Grow speed

Lineary

Geometrically

Customer focus

While trade is
done

Follow ups

Competitors

Seek for the victims

Finding cooperators

Positioning

Logo is the top tool

Meme

Focus

Me (Our)

You (Yours)

Customer

What can we take

What we can give

Types of advertisement

Independent

Combination



Comparison

Counting

Money

Relationships

Technology

Not
necessary

Experienced
users

Units to
communicate

Segments

Individuals

Intentions

Ignored

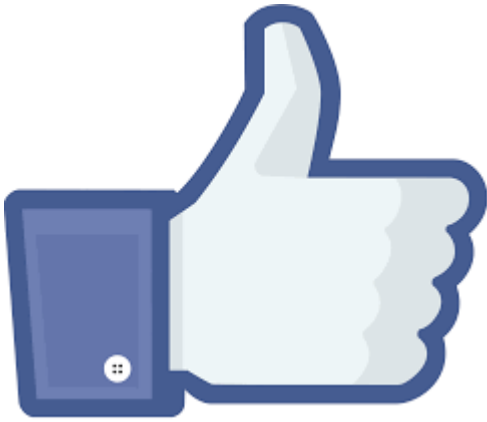
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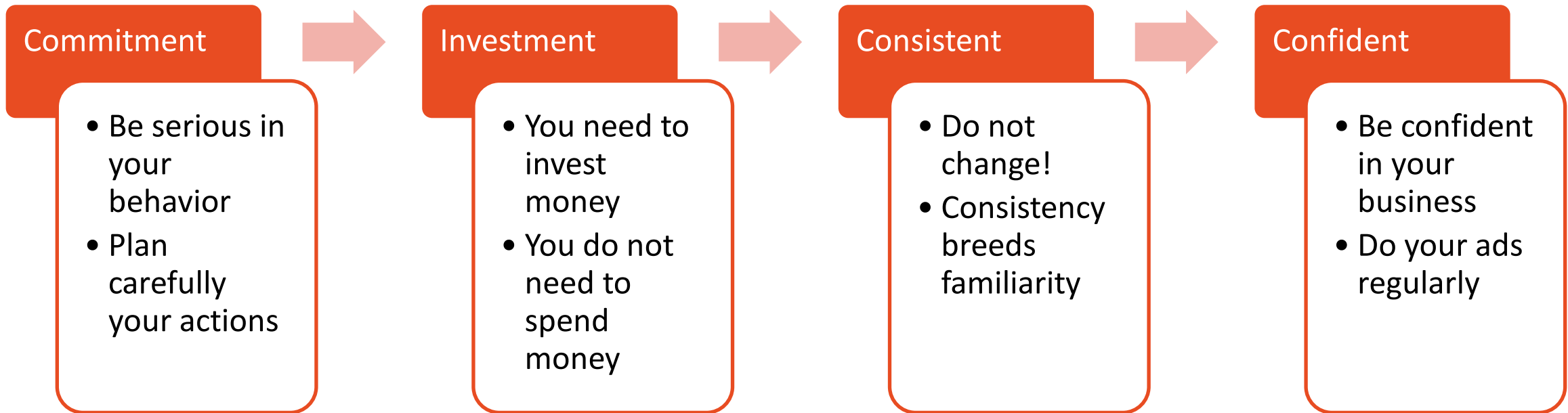
Relationship

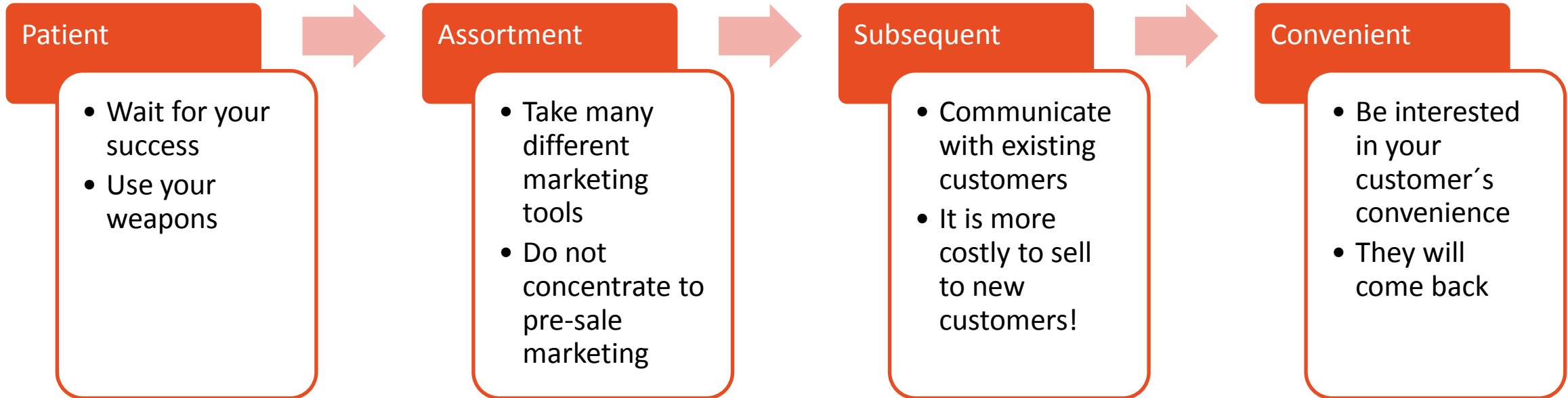
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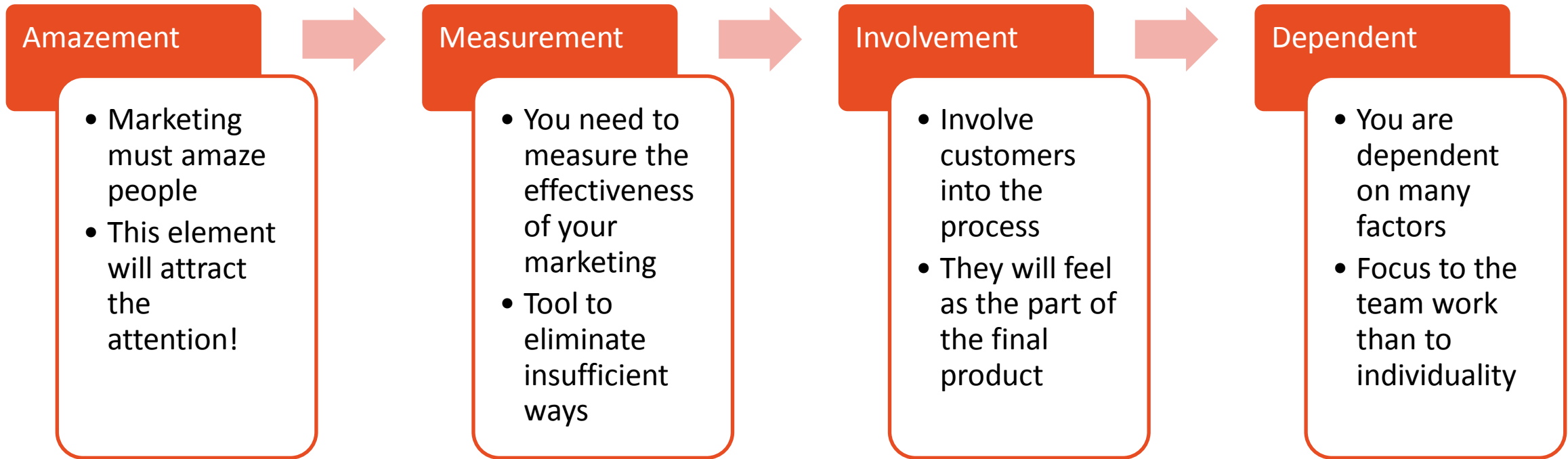
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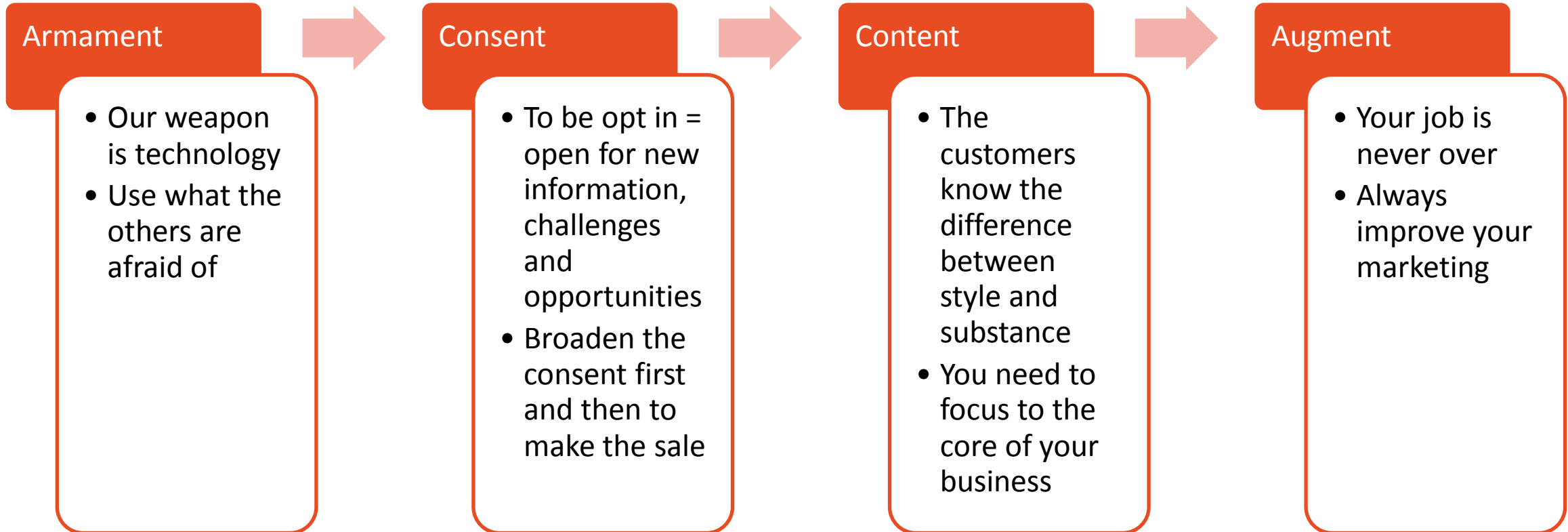
- is an idea, behavior, or style that spreads from person to person within a culture
- It represents the idea and the company
- Short and useful













10 trues about marketing

The market is continually changing

People forget quickly

Your competition will not quit

Marketing strengthens your identity

Marketing is essential to survival and growth



10 trues about marketing

Marketing enables you to keep your customers

Marketing maintains morale

Your marketing program gives you an advantage over competitors who have ceased to the market

Marketing allows your business to continue operating

You stand to lose out on the money, time and effort you have invested

Niche marketing

Guerrilla marketing

Basic features of both

Why to use unusual ways of marketing



Examples

- Flash mob: <https://youtu.be/MnwYiKzwEjl>, <https://youtu.be/MnwYiKzwEjl>
- McDonalds: <https://youtu.be/paYiHvf5a6M>, <https://youtu.be/EwX9sdSlhvU?t=15s>
- Burger King: <https://youtu.be/KAupGnoG3m4>
- Other examples: <https://youtu.be/paYiHvf5a6M>
- T-Mobile: <https://youtu.be/KZT1XNiZmKQ>